



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Roll et al.
Serial No.: 09/916,781
For: METHOD AND SYSTEM OF PROVIDING COMPETITIVE
COMPARATIVE TERMS TO THE USER
Filed: July 27, 2001
Examiner: Florian M. Zeender
Art Unit: 3627
Confirmation No.: 8798
Customer No.: 27623
Attorney Docket No.: 2125.002USU

**Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450**

AMENDMENT

Dear Sir:

In response to the Office Action dated June 20, 2006, the period for response having been extended one (1) month up to and including October 20, 2006, Applicants respond as follows:

Listing of the Claims begins on page 2 of this paper.

Remarks begin on page 5 of this paper.